

Abstract

Objectives: This study attempts to identify whether the restaurant's facility aesthetics and food quality influence towards customers' preference to visit a moderate upscale restaurant in Jakarta. Furthermore, level of contribution from each variable is also analyzed to enable restaurateurs to focus on their actual selling point.

Method: Data was collected through mix method data collection using questionnaire from 130 respondents in three moderate upscale restaurants in Jakarta and semi-structured interview with 3 restaurant experts.

Results: Through the Multiple Regression Analysis, this study shows that both facility aesthetics and food quality significantly affects customers' preference in visiting moderate upscale restaurants in Jakarta. **Conclusion:** The paper shown that facility aesthetics have more contribution in influencing the customer preferences rather than food quality. Thus restaurateur should start to pay serious attention towards the facility aesthetics when developing a new concept or renovation plan for the establishment.

Key words: facility aesthetics, food quality, moderate upscale restaurant